



标志的分类

Classification of Logos





标志的分类是按照不同的目的与要求，将标志划分为不同的类型，以适应不同标志策划与设计的需求。

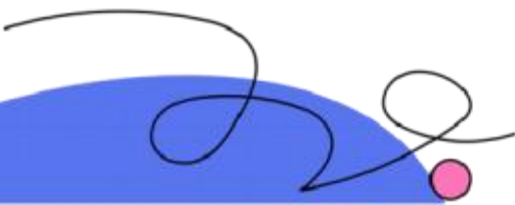
Logos are classified into different types according to varying purposes and requirements to meet the needs of different logo planning and design.





只有分类准确合理才能为策划提供基础，为设计、制作和使用提供依据，从而达到最佳的效果。

Only accurate and reasonable classification can provide a foundation for planning, and a basis for design, production, and use, ultimately achieving the best results.





1. 从功能上分为：商业类标志、非商业类标志

1. Function-based classification: Commercial logos and Non-commercial logos

商业类标志，即商标，主要是以商品的生产或经营为目的。具有很强商业性的标志，其主要作用就是为了广告企业以便带来更大利益，其针对性较强。

Commercial logos, also known as trademarks, are primarily aimed at the production or operation of goods. The main purpose of these highly commercial logos is to advertise businesses and bring greater benefits, with a high degree of targeting.





1. 从功能上分为：商业类标志、非商业类标志。

1. Function-based classification: Commercial logos and Non-commercial logos.

非商业类标志不以盈利为目的，
具有一定团体性和专业性，具
有一定的公益性。

Non-commercial logos are
not profit-oriented and often
possess a certain collective
and professional
characteristic, often holding
some level of public interest.



2. 从表现形式上分为：

2. Form-based classification:

文字类标志、图形标志、图文结合的标志。

Text logos, Graphic logos, and
Combination of text and graphic logos.





文字标志目前在世界各国使用比较普遍。其特点是比较简明，便于称谓。

Text logos are currently widely used in many countries. Their characteristics are simplicity and ease of naming.

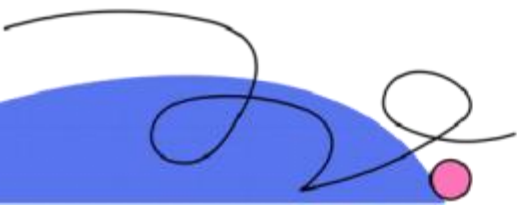


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文字标志分为：汉字标志、字母标志、数字标志、数字标志。

**Text logos can be divided into: Chinese character logos,
Alphabetic logos, Numeric logos, and Symbolic logos.**

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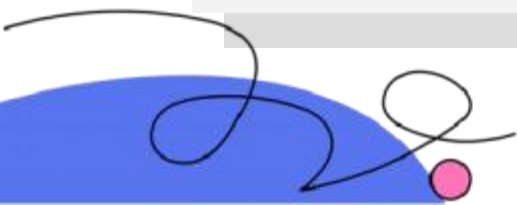


2. 从表现形式上

2. Form-based classification

图形标志是指仅用图形构成的标志。图形标志丰富多彩，千变万化，可采用各种动物、植物以及几何图形等图形构成，图形标志的特点是比较直观，艺术性强，并富有感染力。

Graphic logos consist solely of images. Graphic logos are diverse and ever-changing. They can be composed of various animals, plants, geometric shapes, and more. Graphic logos are characterized by their directness, strong artistic quality, and emotional appeal.





2. 从表现形式上

2. Form-based

classification

- 图形标志分为：具象图形标志、抽象图形标志、象征图形标志。
- Graphic logos can be divided into: Representational, Abstract, and Symbolic graphic logos.



2. 从表现形式上

2. Form-based classification

logo

具象图形标志是以具体生动的形象特征，来象征某种含义。

Representational graphic logos use concrete, vivid imagery to symbolize certain meanings.





2. 从表现形式上

2. Form-based classification



- 抽象图形标志是以简单抽象的几何形态构成的标志图形，较多的采用现代的构成形式来进行表现。
- Abstract graphic logos are composed of simple, abstract geometric forms, often expressed through modern design techniques.

2. 从表现形式上

2. Form-based classification

象征图形标志是以某些简洁的图形进行艺术处理，表现相关含义，较简洁，同时具有较好的艺术象征性。

Symbolic graphic logos use simplified shapes that are artistically rendered to convey specific meanings. They are more concise and carry strong artistic symbolism.



2. 从表现形式上

2. Form-based classification

图文结合的标志是由文字和图形相结合构成的标志，能更好的融合文字标志与图形标的优点。

Text-graphic logos combine text and images, effectively merging the strengths of both text and graphic elements.





感谢各位的观看
Thank you for
watching.

